# Mexico @ MIPCOM

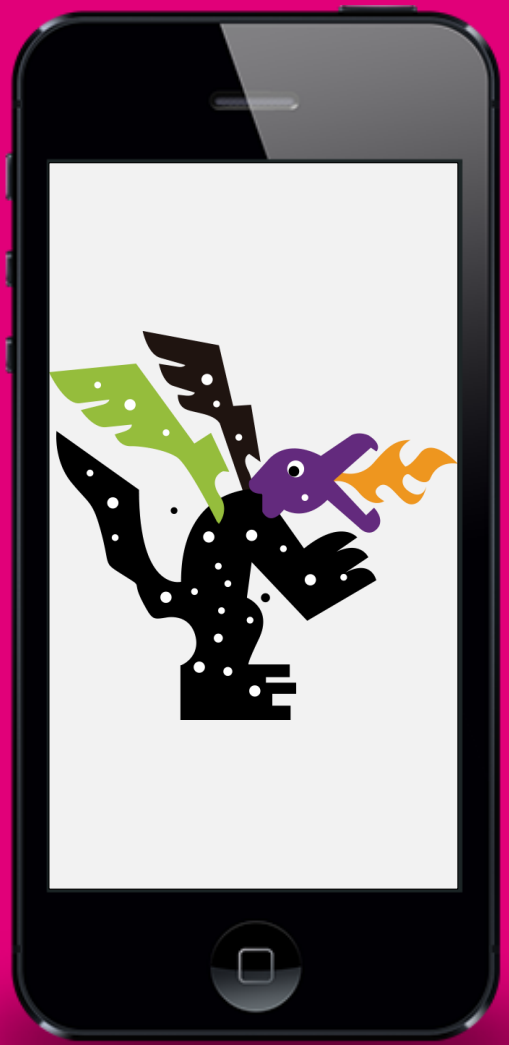
## User manual

MÉXICO
COUNTRY OF HONOUR 2014

# México @ MIPCOM

## App installation

MÉXICO
COUNTRY OF HONOUR 2014



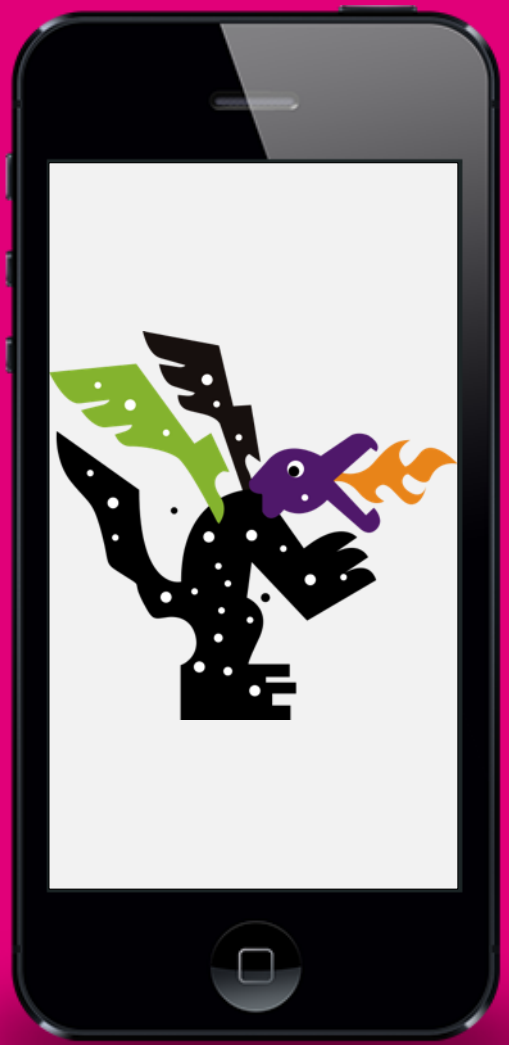
# App México @ MIPCOM

- The app for Android* and iOS* will be available starting 11 October 2014.
- Please open your native app store and search for

**MXMipcom**

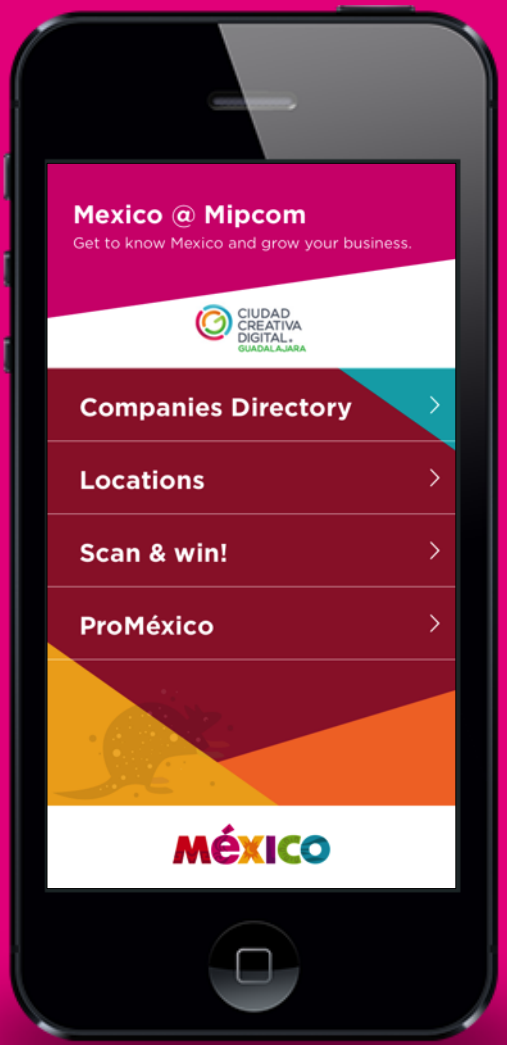
- or find one of the illustrations of the alebrijes with the QR code in Cannes and scan it.

* iOS 7/8 & Android 2.3.x+ supported



# Mexico @ MIPCOM

Get to know Mexico and make your business grow.




# Mexico @ MIPCOM

## Companies Directory

The best creative companies in Mexico

## Locations

Discover some of our most impressive locations

## Scan & win!

Earn points and win prizes

## ProMéxico

Get to know the best creative industry

# Companies Directory

The best creative companies in Mexico.

Select Companies Directory and tap the add contact icon of the company whose contact information you want to save in your contacts list.

Mexico @ Mipcom
Get to know Mexico and grow your business.
CIUDAD CREATIVA DIGITAL. GUADALAJARA
Companies Directory
Locations
Scan & win!
ProMéxico
MÉXICO
Companies Directory
The best creative companies in Mexico.
CIUDAD CREATIVA DIGITAL. GUADALAJARA
Adicta Films
a production company that develops and produces film and TV content. The firm has focused on developing TV series for different broadcasters such as Televisa, Cadena Tres, and Fox International.
+52 (55) 211 0737
gustavo@adictafilms.com
Alazraki Entertainment
Alazraki Entertainment focuses on producing genre projects for massive audiences. Its business plan is based on the US studio system, where producers form alliances with distribution companies and therefore guarantee the projects' wide theatrical release. Since the entertainment industry is a high risk business, they designed a strategy that collateralizes the success of their wide array of content for film, TV, and theatre, enabling them to offer efficiency based on a portfolio
MÉXICO

# Locations

Discover some of our most impressive locations.

Select Locations and choose a location to visualize it.

# Scan & win!

Earn points and win prizes.

Select Scan & win! to participate in the promotion.

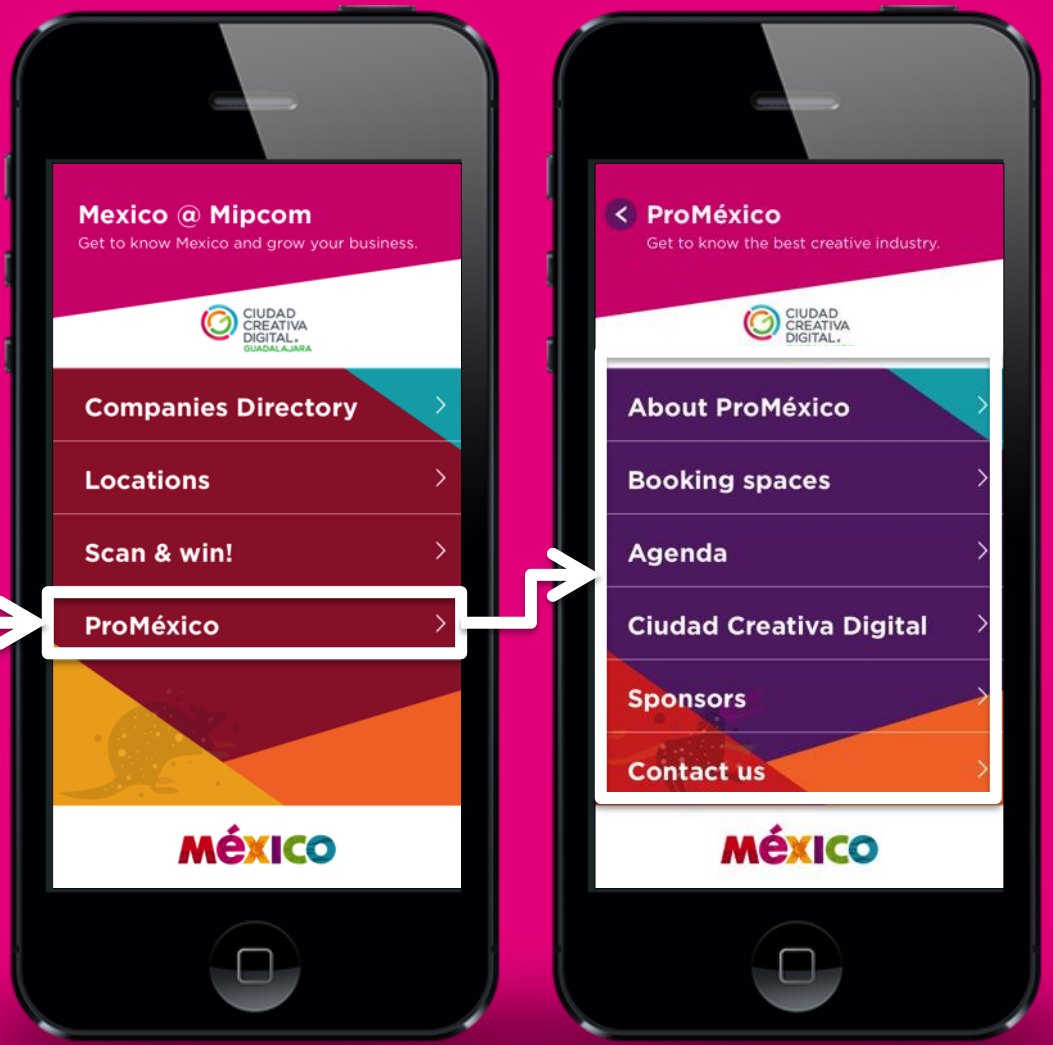
This promotion is directed to international buyers.

Please help us promoting it so that we direct international buyers attention towards Mexican creative industries.

# ProMéxico

Get to know more about the institution and Mexico's Creative industries sector.

Select ProMéxico and find useful information. You can also book working spaces for business meetings and networking.



ProMéxico

# About ProMéxico

Select About ProMéxico to learn more about the institution.

ProMéxico
Get to know the best creative industry.
CIUDAD CREATIVA DIGITAL. GUADALAJARA
About ProMéxico
Booking spaces
Agenda
Ciudad Creativa Digital
Sponsors
Contact us
MÉXICO
ProMéxico
Conoce la mejor industria creativa.
CIUDAD CREATIVA DIGITAL.
ProMéxico es el organismo del gobierno federal encargado de coordinar las estrategias dirigidas al fortalecimiento de la participación de México en la economía internacional, apoyando el proceso exportador de empresas establecidas en nuestro país y coordinando acciones encaminadas a la atracción de inversión extranjera además de ser reconocida como una entidad Mexicana relevante para la promoción de negocios internacionales, que propicia la concreción de proyectos de manera efectiva.
Objetivos
1.Coadyuvar en la conducción, coordinación y ejecución de las acciones que en materia de promoción al comercio exterior y atracción de inversión extranjera directa realicen las dependencias y entidades de la administración pública federal.
2.Promover y apoyar la actividad exportadora y la internacionalización de las empresas mexicanas a través de medidas que reordenen, refuercen, mejoren e innoven los mecanismos de
MÉXICO

ProMéxico

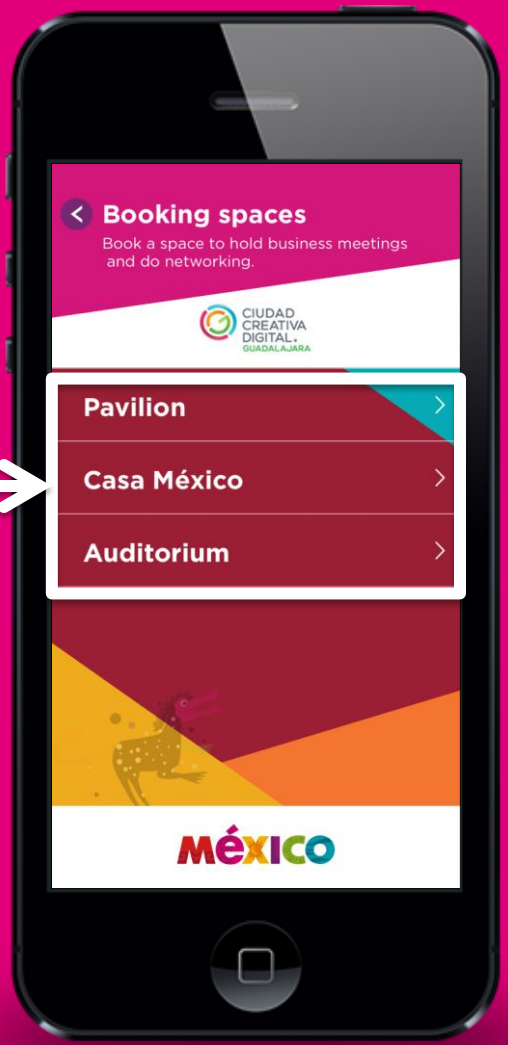
# Booking spaces

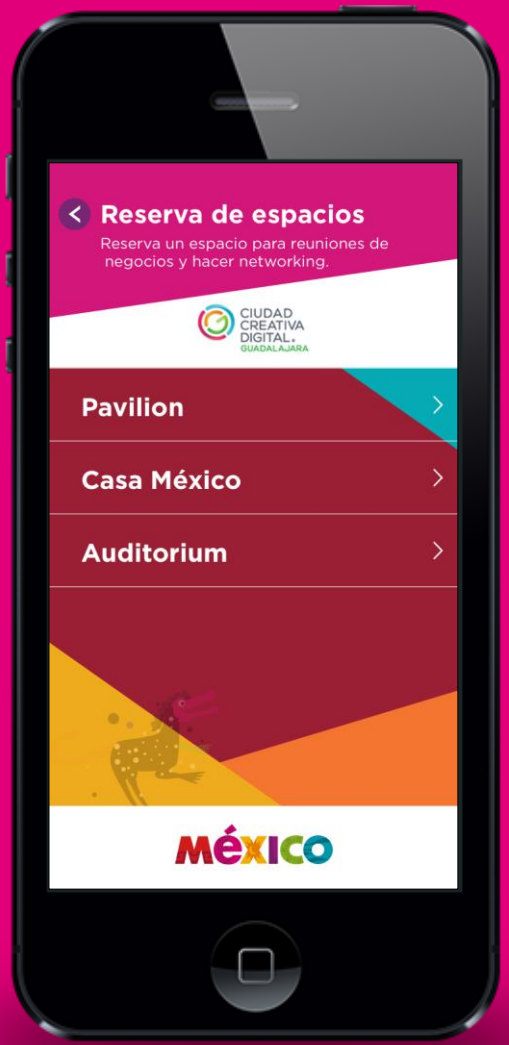
Select Booking spaces to book a space to hold business meetings and do networking.

# Step 1

Select a venue.

You can book desks at Mexico’s Pavilion, business rooms at Casa México, or an auditorium at the Palais.






# Take note

| At this venue… | You can book… | For… |
|---|---|---|
| Mexico's Pavilion | A desk | 30 minutes |
| Casa México | A business room | 30 minutes |
| Auditorium (at the Palais) | Auditorium E | 20 minutes* |

* Each company can book the auditorium once for a single twenty-minute period.

# Step 2

Select a date.

The app will display the available spaces at the selected venue and date.

Auditorium
Book a space to hold business meetings and do networking.
CIUDAD CREATIVA DIGITAL. GUADALAJARA
Oct. 13
Oct. 14
09.00 1/1 Available Rooms Book Room
09.30 1/1 Available Rooms Book Room
10.00 1/1 Available Rooms Book Room
10.30 1/1 Available Rooms Book Room
11.00 1/1 Available Rooms Book Room
11.30 1/1 Available Rooms Book Room
12.00 1/1 Available Rooms
MÉXICO

# Step 3

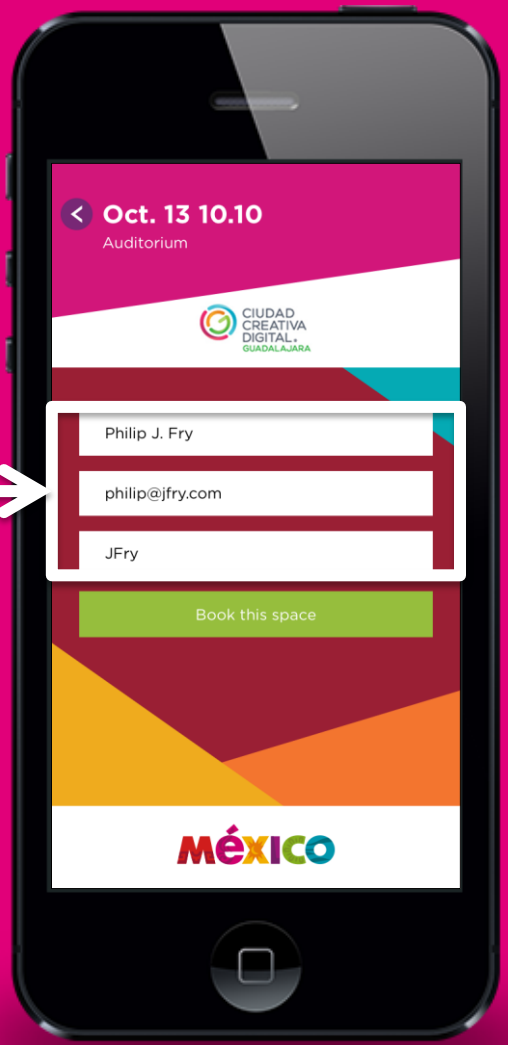
Select space and time.

Auditorium
Reserva un espacio para reuniones de negocios y hacer networking.
CIUDAD CREATIVA DIGITAL. GUADALAJARA
Oct. 13
Oct. 14
09.00 1/1 Available Rooms Book Room
09.30 1/1 Available Rooms Book Room
10.00 1/1 Available Rooms Book Room
10.30 1/1 Available Rooms Book Room
11.00 1/1 Available Rooms Book Room
11.30 1/1 Available Rooms Book Room
12.00 1/1 Available Rooms
MÉXICO

# Step 4

The app will display the date, time and selected venue at the top of the screen.

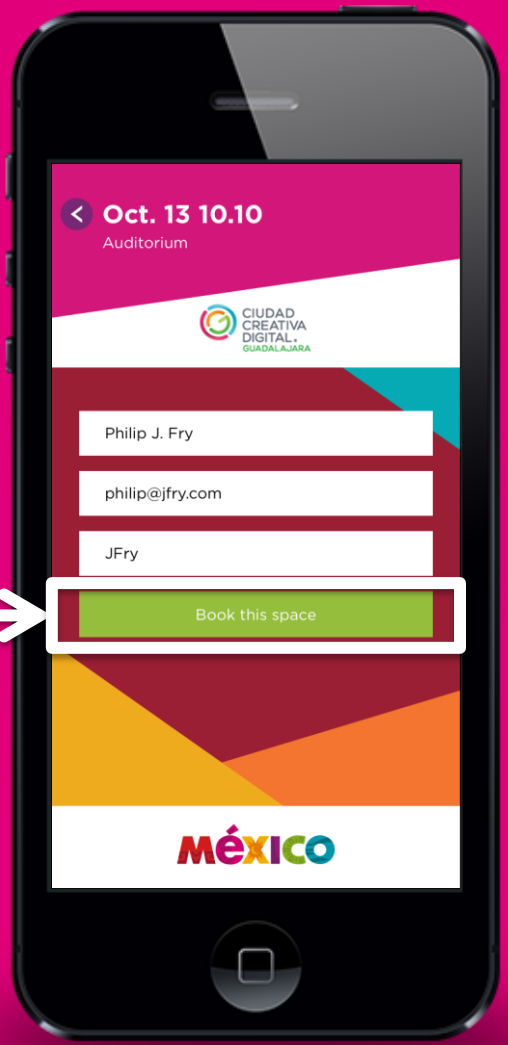
Enter your name, email address and company.



# Step 5

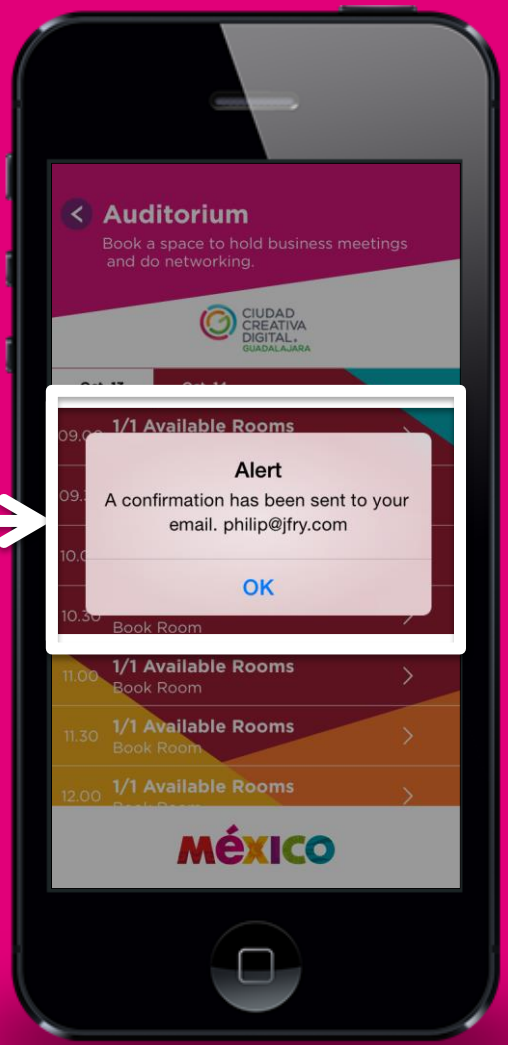
Tap the button
Book this space.

Please make sure to enter your email address correctly so you receive your booking confirmation.



# Step 6

You'll receive an email with the confirmation of your booking.




Please add reservacion@mexicomipcom.com to your contacts to make sure our email lands in your inbox.

In order to access the venue you will need to show your confirmation email on your mobile phone or tablet.

# Your space is booked!

Just show your confirmation email
to access the venue on the day and time
you selected.

MÉXICO
COUNTRY OF HONOUR 2014

## ProMéxico

# Agenda

Select Agenda and choose a day to see Mexico's activities and events as MIPCOM's Country of Honour 2014.

ProMéxico

# Ciudad Creativa Digital

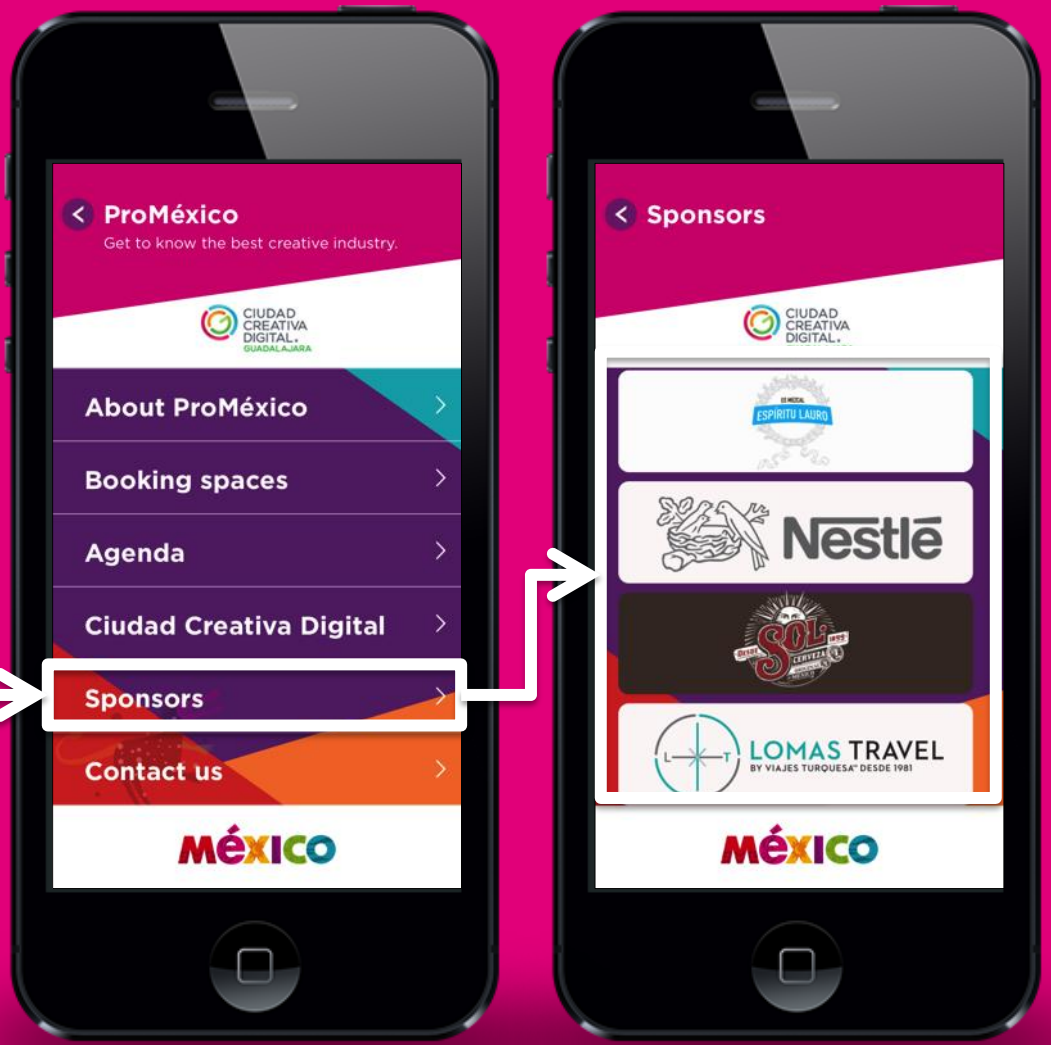
Select Ciudad Creativa Digital to learn more about this project.

ProMéxico
Get to know the best creative industry.
CIUDAD CREATIVA DIGITAL. GUADALAJARA
About ProMéxico
Booking spaces
Agenda
Ciudad Creativa Digital
Sponsors
Contact us
MÉXICO
Ciudad Creativa Digital
Guadalajara.
CIUDAD CREATIVA DIGITAL.
Ciudad Creativa Digital (CCD) is a global digital audiovisual production node from which Mexico will be able to position itself as a world leader of content creation for the Hispanic market. It is a project of urban reconversion, a smart city prototype for Mexico and Latin America.
This digital creative city is a place designed to produce a prosperous environment in which creativity, knowledge, and talent thrive. There you are able to develop your innovative potential and handle new technologies that enhance citizens' quality of life.
The founding of CCD at the core of Guadalajara's Historic City Center, inserted among the oak trees of the Morelos Park, was guided by the experiences and traditions of one of Mexico's most beautiful and cosmopolitan cities.
Guadalajara is a city with the potential to become an ecosystem of innovation model for Mexico and the world.
•Fifth city in Latin America with the highest
MÉXICO

## ProMéxico

# Sponsors

Select Sponsors
to know the companies that contributed to Mexico's participation at MIPCOM 2014.



ProMéxico

# Contact us

Select Contact us to send us a message.

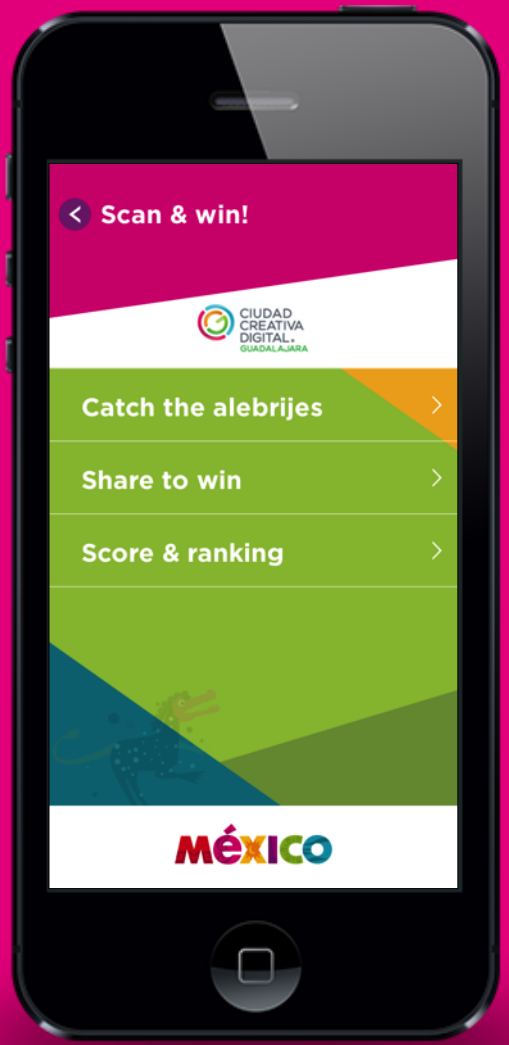
# Scan & win!

Win a stay in Cancún and other prizes.

MÉXICO
COUNTRY OF HONOUR 2014

## Scan & win!

Open the app and select Scan & win!




The users who earn most points using the app can win stays in Cancún.

There are three different ways to earn points:

## 1. Catch the alebrijes

Find and scan QR codes at MIPCOM to unlock videos about Mexico.

## 2. Share to win

Share photos to your social networks using the app.

## 3. Use the app

Add companies to your contacts, book spaces for networking or business meetings, check out the agenda… every time you use the app you will earn points.

You can keep track of your score at Score & ranking.

# 1. Catch the alebrijes

Register to participate.

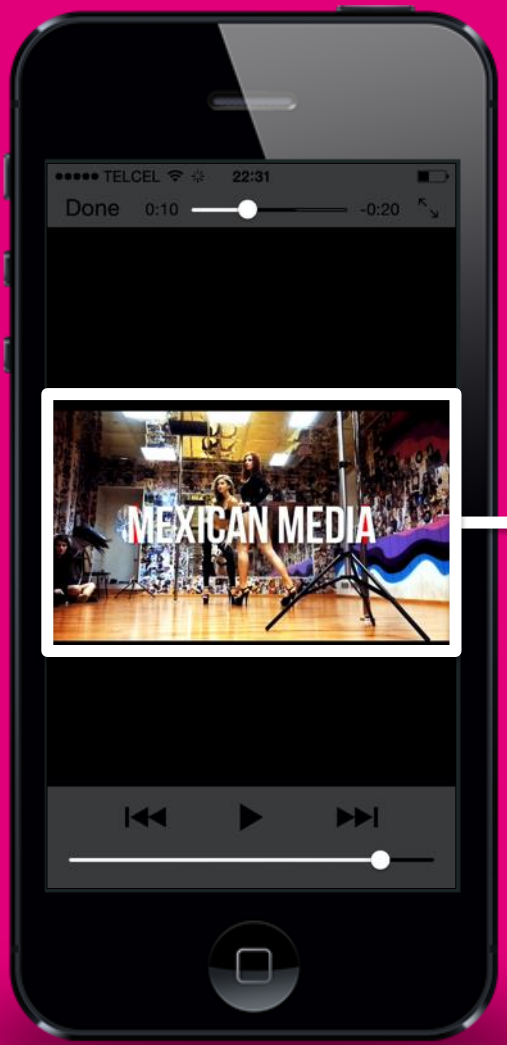
Select Catch the alebrijes and enter your name, email address and Twitter or Facebook username.

Please make sure to type down your information correctly.

## 1. Catch the alebriles

Find and scan the QR codes.

Every time you find a QR code, select Scan & win!, then select Catch the alebrijes and scan the QR code.




## 1. Catch the alebrijes

Watch all the videos

Scanning a QR code will unlock a video about Mexico.

Every time you watch a complete video your score increases.

# 2.
# Share to win

Sharing photos to your social networks will increase your score.

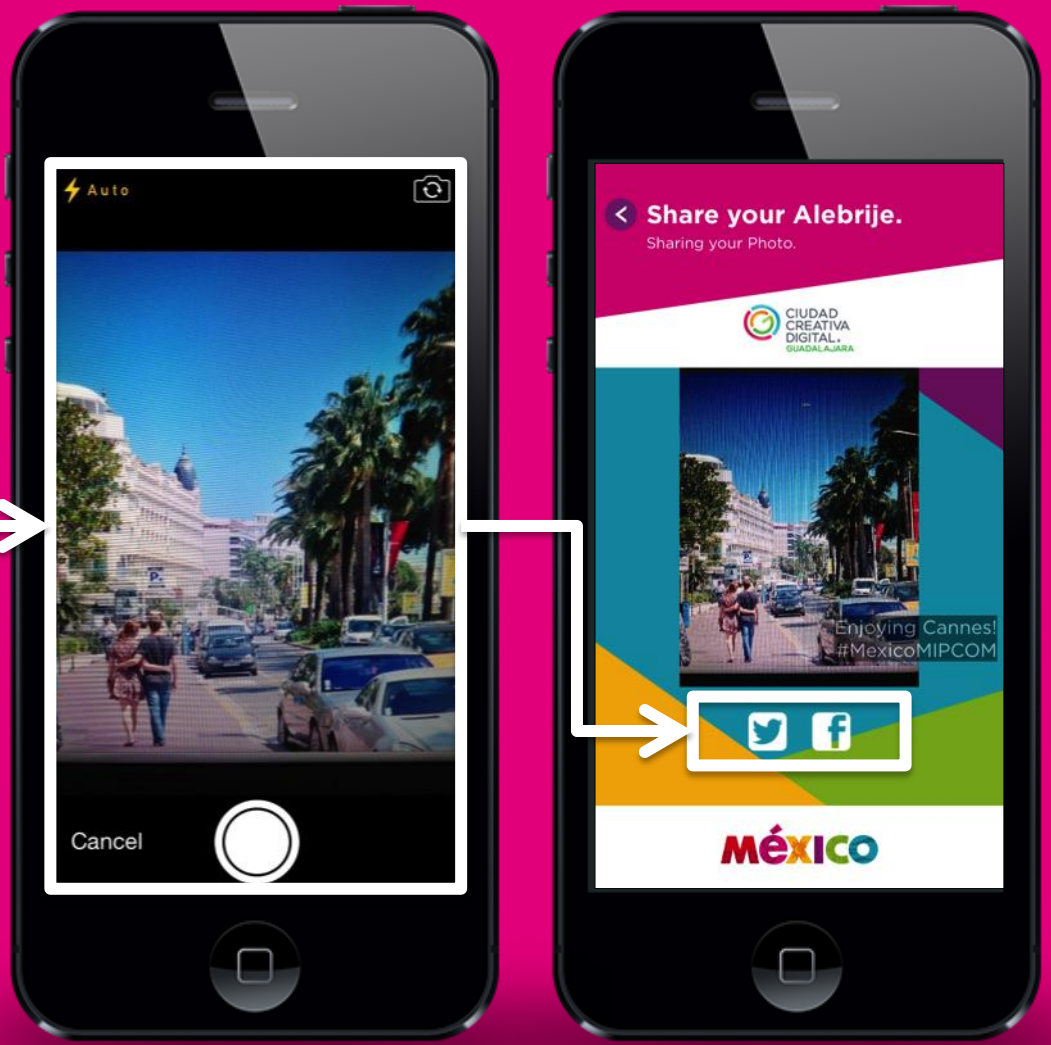
Select Share to win and tap the icon to take a picture.

## 2. Share to win

Sharing photos to your social networks will increase your score.

Take a photo or select one from your gallery and share it to Twitter or Facebook

The more photos you share, the more points you'll earn.



# 3. Use the app!

Add companies to your contacts, book spaces for networking or business meetings, check out the events agenda…

Every time you use the app your score will increase.

## Score & ranking

Select Score & ranking to check your current score.

# ¡Good luck!

# Thank you